2021 INVESTOR DAY

Local Consumer Services

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01 **Business Performance**

业务回顾

02 **Market Overview**

生活服务互联网市场概览

03 **Future Strategy**

展望未来

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Key Business Metrics of Local Consumer Services

本地生活服务核心业务指标一览



Annual Active Consumers[1]

年交易用户数[1]



Annual Active Merchants[2]

年活跃商户数[2]



Monthly Active Riders[3]

月活跃骑手数[3]

Notes:
1. Deduped between Ele.me, Xingxuan, Koubei, Fliggy and Amap for the twelve months ended September 30, 2021.
2. Deduped between Ele.me, Xingxuan, and Koubei for the twelve months ended September 30, 2021.
3. Monthly active riders for the month of September 2021.

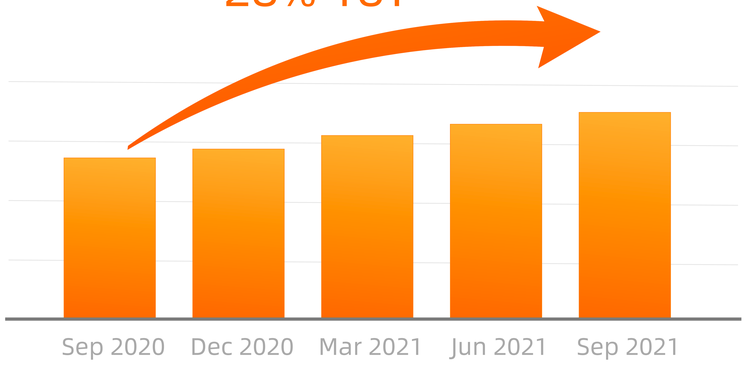
Ele.me On-demand Delivery Business Continues to Grow Rapidly

饿了么即时配送生意规模持续快速增长

Ele.me AAC Growth[1]

饿了么年度交易用户稳健攀升[1]

28% YoY



Ele.me On-demand Order Growth[2]

饿了么即时配送订单同比快速增长[2]

> 35% YoY

Notes:
1. YoY increase in number of annual active consumers for the twelve months ended September 30, 2021.
2. YoY increase in number of on-demand orders for the twelve months ended September 30, 2021.

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Local Consumer Services Market Overview

本地生活服务市场概览

Alibaba App Matrix

阿里巴巴客户端矩阵

Amap

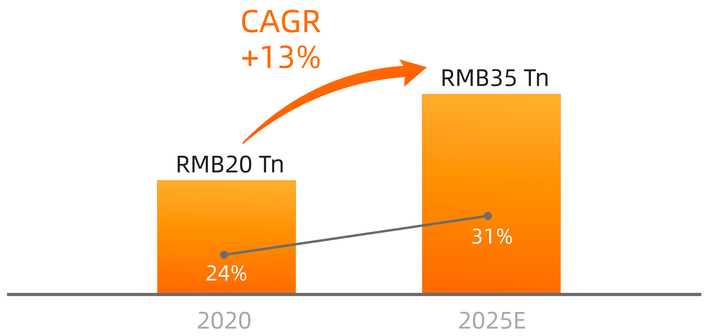
Ele.me

Koubei

Fliggy

China Market Growth Outlook [1]

本地生活服务市场展望[1]



Peer App Matrix

市场其他客户端矩阵

Meituan

Meituan Food Delivery

Dianping

Meituan Car-hailing

JDDJ

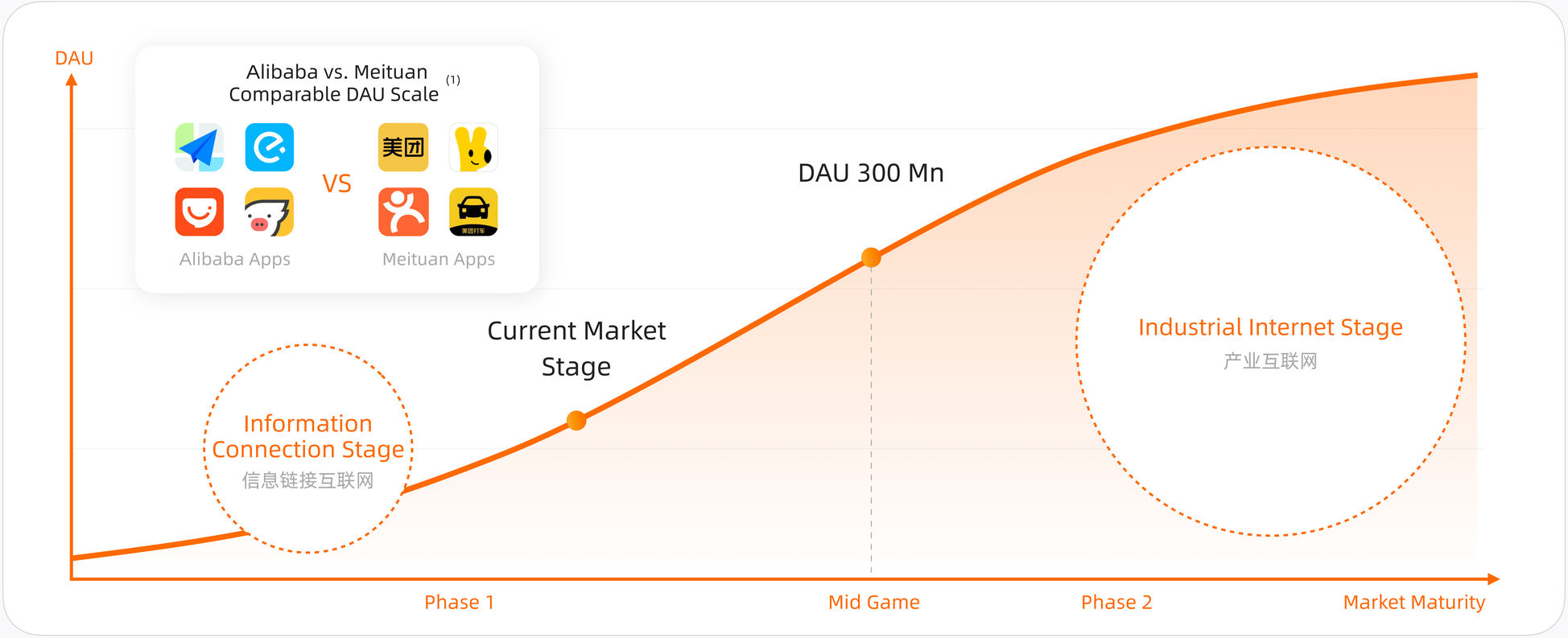
DiDi

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Note:
1.Estimates according to iResearch.

Market Still in Early Stage of Development

本地生活服务市场发展尚处初期阶段



Note:
1. Combined average DAU of Alibaba apps (undeduped) is comparable to that of Meituan apps (undeduped) for the month ended September 2021, according to data from Questmobile.

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Evolution to To-home & To-destination Strategy

到家 & 到目的地策略演进



Ele.me: From Restaurant-to-home to Everything-to-home

饿了么：从餐饮到家到万物到家

Restaurant to Home
到家餐饮

Retail to Home
到家零售

Everything to Home
全品类覆盖

Full Coverage of All Categories with Multi-tier Fulfillment Network

- Multiple Delivery Time Options
- Full Cold-chain Capabilities

Mature Multi-tier Fulfillment Capabilities
成熟的多圈层履约交付能力

One-hour Delivery | Half-day Delivery

Multiple Entry Points
多阵地经营

饿了么 | 淘宝 | 天猫超市 | ...

Group-wide Merchandising Capabilities
有效整合集团商品力



79%

Ele.me Order Growth YoY Non-restaurant Total[1]

饿了么非餐订单同比增速[1]

> 100%

Ele.me Order Growth YoY Liquor Stores, Pharmacies[1]

酒水饮料店、药店
饿了么订单同比增速[1]

Note:
1. YoY increase in number of Ele.me on-demand delivery orders for the quarter ended September 30, 2021.

Amap: A Lifestyle Map that Connects Consumers and Merchants at Destination

高德：一张生活地图，链接用户和商户

高德地图

Amap App & Auto Peak DAU

200 Mn+

Golden Week Holiday, October 2021

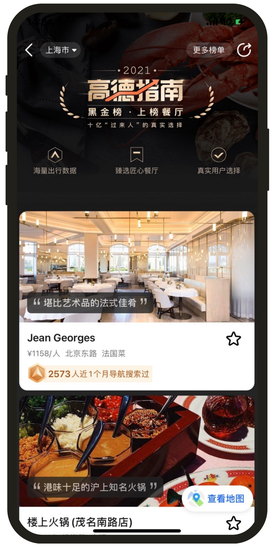
Consumers



Merchants

Consumers discover local services in map

In-restaurant Dining



Amap Guide to Fine Dining

Mobility Services



Amap Map of Gas Stations

Tourism



Amap Guide to Scenic Spots

Integration of Local Consumer Services Business is Paying Off

本地生活服务板块整合已初见成效

Koubei: Amap-enabled GMV Growth(1) **> 500%**

(YoY Growth October 2021)

Fliggy: Amap-enabled GMV Growth(2) **> 50%**

(YoY Growth October 2021)

Notes:
1. YoY increase in Amap-enabled Koubei GMV for the month of October 2021.
2. YoY increase in Amap-enabled Fliggy GMV for the month of October 2021.


To Make It Easy To Do Business Anywhere
让 天 下 没 有 难 做 的 生 意
Alibaba